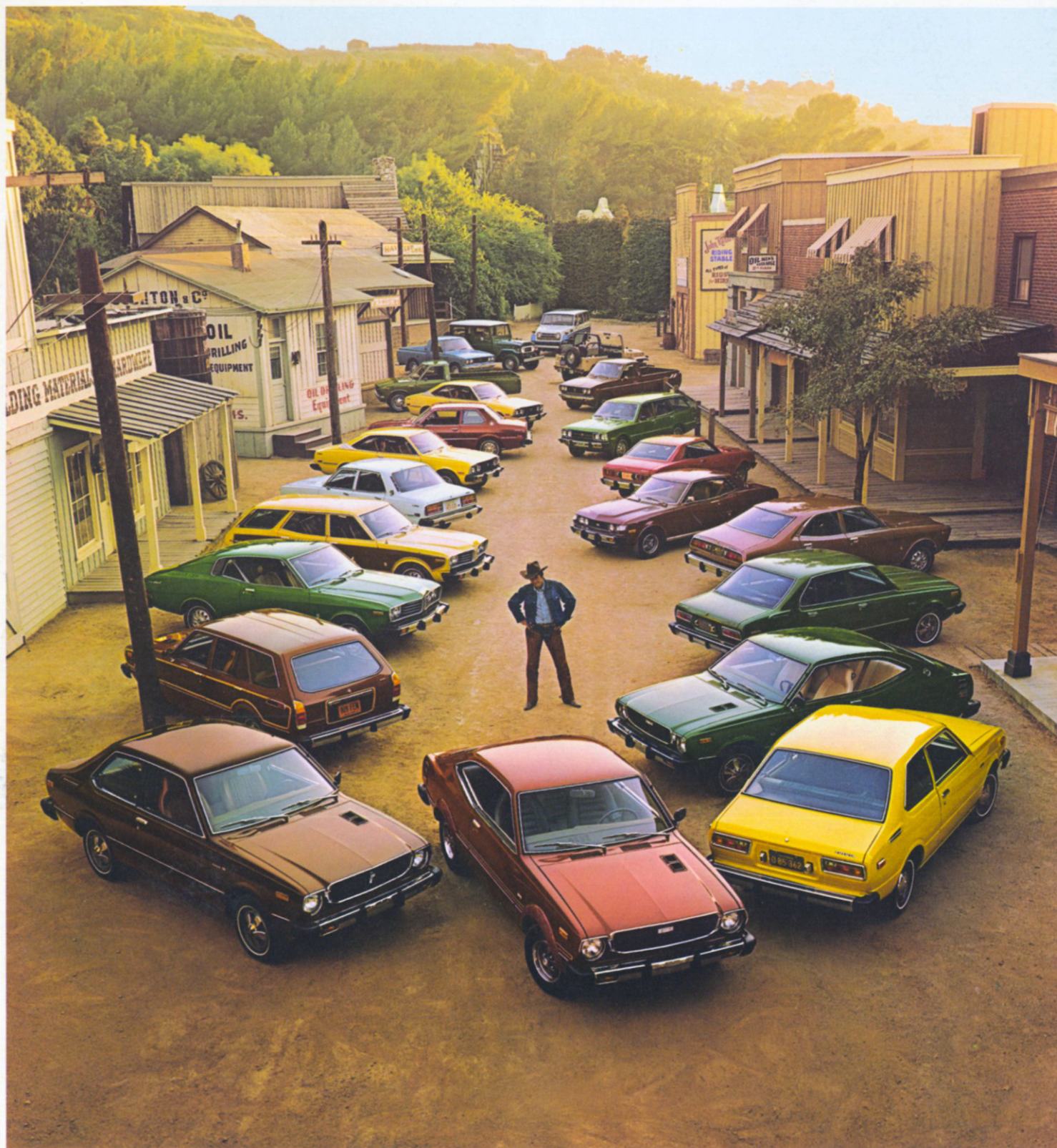


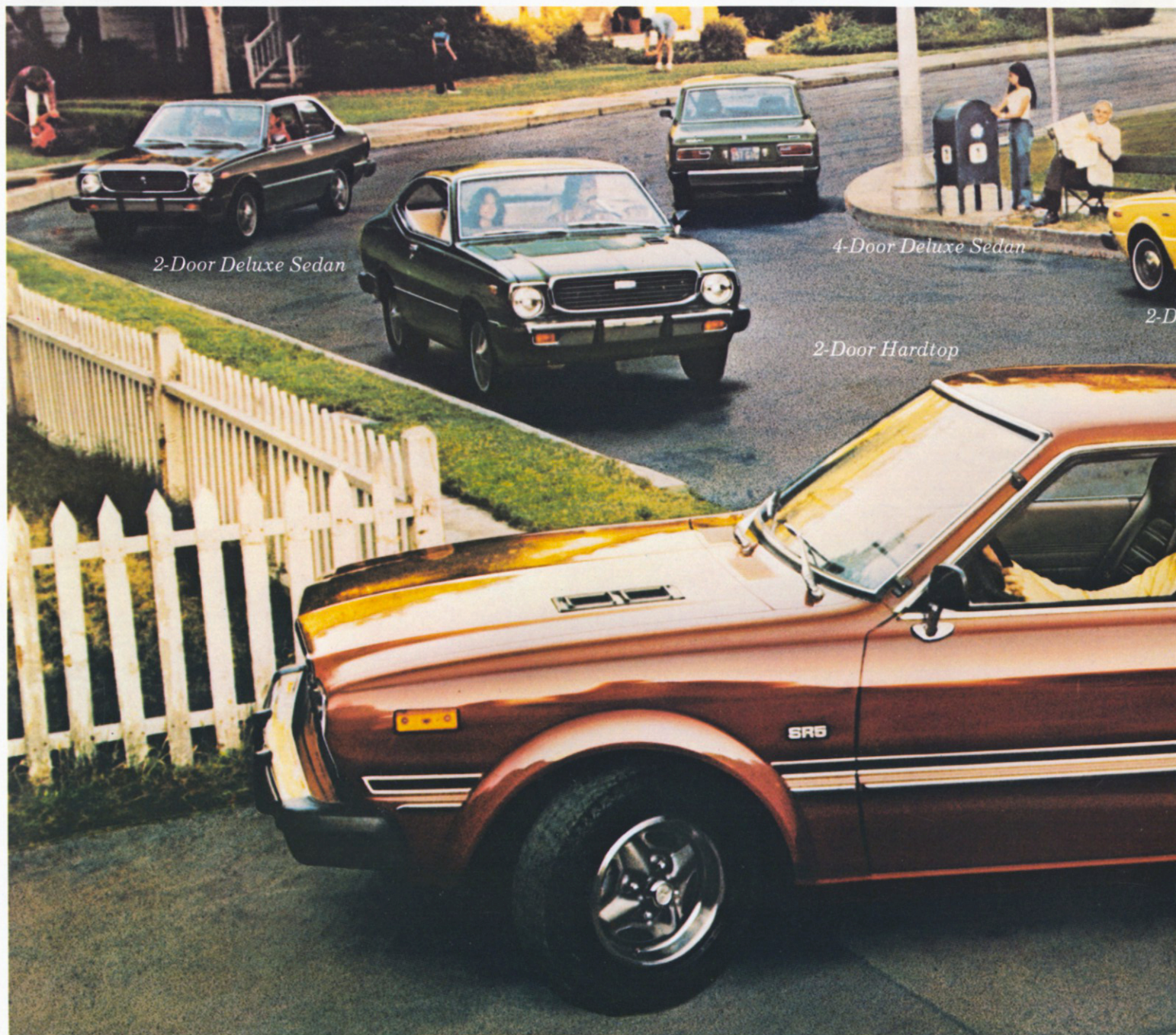
TOYOTA

We have what you want for 1975. You'll see.



See how much car your money can buy.

Corolla



2-Door Deluxe Sedan

4-Door Deluxe Sedan

2-Door Hardtop

2-D

For 1975, we redesigned all six Corolla models to make them bigger where it counts. Inside.

(Thus, more comfortable.)

For instance, to add headroom we put in a new molded headliner (except Wagon).

And we did a little reshaping here and there. To add elbow room here. And legroom there.

Of course, we put in more than extra room.

For one thing, we put in lots of extra care.

We care that things like doors fit right. And things like gauges



2-Door Sedan

operate right.

You see, we take pride in our work. Because we want you to take pride



2-Door and 4-Door Deluxe Sedans

in owning a Toyota.

We also put in lots of extras that don't cost extra.



2-Door Sedan

4-Door Wagon

SR-5



Hardtop with optional E-5

Like reclining front bucket seats, flo-thru ventilation, tinted glass and full one-piece carpeting on most



4-Door Wagon

models. To make you comfortable while driving.

And power front disc brakes on

all models. To make you comfortable when stopping.

We even put in small items that you might overlook when looking over a Corolla.

Such as a rear window defogger, locking gas cap, cigarette lighter, a handy tool kit and touch-up paint.

Little things, sure.

But sometimes little things mean a lot.

However, all things considered, what you'll like best about the '75 Corolla is the nifty number on the window.

The sticker price.

Corona



2-Door Sedan and 2-Door Hardtop

The Corona 2-Door Sedan and Hardtop go to show you that you can get strength, durability, roominess and comfort, even in a smaller car. Not to mention terrific looks and plenty of standard features.



Reclining bucket seats so comfortable your passenger can take a nap if it gets past bedtime.



4-Door Sedan

The 4-door Corona. You'll appreciate the roominess of the interior and this year's larger more powerful 2.2 liter hemi-head engine next time you take the family on a trip.



Wagon



The second seat in our Corona Wagon folds down, so there's plenty of cargo space (fully carpeted we might add) just waiting to be filled up. You'll see what we mean when moving day comes along.

Mark II



Wagon



Hardtop



Sedan

The Mark II is the largest, roomiest, widest, longest, most powerful car Toyota sells.

A superlative automobile, you might say.

Its array of standard equipment is impressive. Air conditioning, automatic transmission, AM/FM stereo, power steering, power brakes,

electric rear window defogger, clock, cloth upholstery (except wagon), even tinted glass — all standard at no extra cost.

You'll find the Mark II's ride uncannily quiet and smooth. We feel this is one small car you can drive Coast to Coast. Comfortably and confidently.

And even if you're six-foot five, you can take comfort in front bucket seats that are fully reclinable.

There are three model variations on the Mark II theme.

A sporting Hardtop.

A civilized Sedan.

And a spacious Wagon.

Celica



Celica GT

With our new 2.2 liter hemi-head engine, Celicas are just about the hottest little Toyotas around. Above, the Celica GT, with its MacPherson-strut front suspension, fat radials, styled steel wheels, power front disc brakes, 5-speed overdrive transmission, full instrumentation and its AM/FM stereo. All standard. Below, the Celica ST with fabric seats and a 4-speed (or optional automatic) instead of a 5-speed. A thoroughly sporty little car for the money.



Celica ST

Pickups/Land Cruiser



Pickup



Long Bed 2000



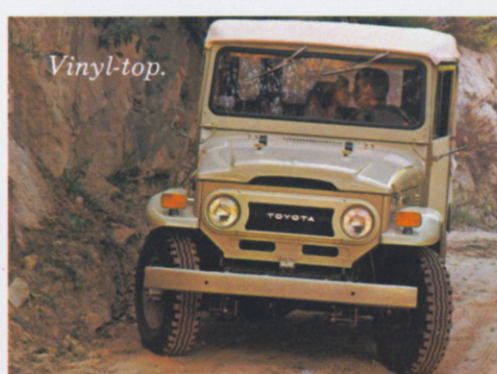
SR-5 Sport Truck

Toyota makes a choice of three mini-pickups. Each with its own personality. Our new SR-5 Sport Truck comes with standard equipment you wouldn't expect. From the body striping to the carpeting, to the AM radio, right down to the 5-speed overdrive transmission. The *Standard*

Pickup has a powerful new 2.2 liter hemi-head engine and a smooth 4-speed transmission. And the *Long Bed 2000* has all that plus a big 7'2" cargo bed. And all three have lots in common. Lots of power. Lots of cab. Lots of mileage. Lots of standards. So what you'll mostly have is lots of fun.



Wagon



Vinyl-top.



Hardtop

If you play rough, these monsters will take you on or off the road. Our legendary Land Cruisers. Built to the teeth, loaded with equipment, geared to your wanderlust. Prime examples of Toyota's intense craftsmanship, from solid steel bumper to side-swinging spare. We build three of these 4-wheel-drive classics: Hardtop, Vinyl-top and Wagon. Take your pick and get out of town. Really out of town.

See how much car your money can buy.

Chances are, you're thinking about buying a small car or truck this year. Good thinking.

Because today, small vehicles do make plenty of sense.

Question is: Which one makes the most sense?

Well, we'd like to point out a few reasons why we believe the answer is Toyota.



Well-made.

We build a Toyota the same way we'd like you to own it.

With pride.

Which is why we inspect engines before and after they go into our vehicles.

When we spot a crooked seam in the upholstery, we stitch it over.

We make sure doors and windows are fitted so they'll stay tight.

We fuse the body into a one-piece unit. So it'll stay in one piece.

In short, we make inexpensive cars. But we don't make them cheaply.

Well-equipped.

If this is the first time you've looked into a Toyota, be prepared for some pleasant surprises.

Namely, all the surprising extras you don't pay extra for.

Like 5-speed overdrive transmissions on Corolla SR-5, Corona SR-5, Celica GT and SR-5 Sport Truck.

Or the extra-long bed on one of our pickups.

Or air conditioning on the Mark II.

Or roll bars on the Land Cruiser Hardtop and Vinyl-top.

Or the reclining bucket seats, rear window defogger and power front disc brakes on all car models.

We make things like that standard. Because we figure a vehicle should be well-appointed in the first place.

So you don't have to add expensive options at the dealer's place.



Well-tested.

Every Toyota model goes through extensive design, mechanical and safety tests.

Test vehicles are frozen. Drenched. Buffeted in wind tunnels. Crash-tested. And road-tested under almost every driving condition imaginable.

Which is just one more reason why Toyota is so popular the world over.

But perhaps the single biggest reason for our popularity is simply: We know what we're doing.

We should.

After all, we've been specializing in small cars for over 40 years.

Well-priced.

For 1975, Toyota has a lot of small vehicles to choose from.

Six distinct series.

Inexpensive Corolla models.

Solid Corona models.

Snazzy Celica models.

Luxurious Mark II models.

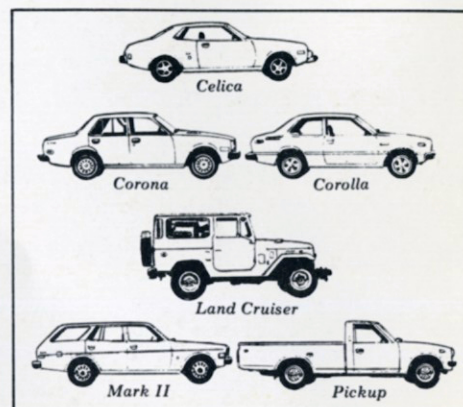
And an impressive choice of Pickups and Land Cruisers.

22 models to be precise.

Now we don't know which Toyota you'll like best.

But we do know what you'll like best about a Toyota.

The sticker price.



No matter where you go around the country, parts and service are just around the corner.

We hope you're convinced that a Toyota is more than economical.

It's also exceptionally well-made.

Matter of fact, we think every Toyota is so reliable that we offer one of the longest service intervals in the industry.

Six months or 6,000 miles.

And when you need that service, you can expect it promptly.

Because there are nearly 1,000 Toyota dealers ready to assist you. In all 50 states.

Thank you for dropping by.

And happy motoring.



TOYOTA

Small car specialists for over 40 years.

Some accessories shown, optional at extra cost. The policy of continual improvement in design and manufacture requires that specifications, equipment and prices be subject to change without notice.